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Consumer Time



what's coming

Presented by THE WAR FOOD ADMINISTRATION
N.B.C. NETWORK - COAST TO COAST- SATURDAYS

13 WEEKS
JULY 15--October 7, 1944.

12:15 P.M. EWT
11:15 A.M. CWT
10:15 A.M. MWT
9:15 A.M. PWT

Presented below is the tentative CONSUMER TIME schedule for 13 programs. While conditions may occur to vary these scheduled programs--it is the policy to hold to it as closely as possible. Ideas for future programs from Station Program Managers are always welcome--simply address CONSUMER TIME, Washington, 25, D.C.

- July 15: MIDSUMMER VICTORY GARDENS: With BARRY WOOD, NBC singing star and MERT EMMERT, WEAF's --Modern Farmer, Plenty practical--and with a swell gardening "give away."
- July 22: Mr. LUMPKIN'S LABORATORY: A "safety in the home" program--using a new angle of approach that makes for good listening and positive action. "Safe At Home" give-away from National Safety Council.
- July 29: COLD FOODS FOR WARM WEATHER: We expect something pretty special here--but not yet set, so can't tip it. Recipes for give away.
- Aug. 5: FOOD IN ALASKA: Remote, short wave pick up from Fairbanks, Alaska--shows what Far North Housewives are up against.
- Aug. 12: THE GROUCH ASSOCIATION: A novel presentation on how to repair household equipment and make it last. Listener's choice of household equipment repair and maintenance folders.
- Aug. 19: CANADA'S WAR FOOD PROBLEMS: Canadian pick up in cooperation with CBC to show what the women of our great northern sister nation are up against.
- Aug. 26: FABRICS : IN WARTIME: How to buy--and what to do about the fabrics you do buy in wartime. Looks like a nice remote pick up--but not yet definitely set as to originating point.
- Sept 2: FOOD PRESERVATION: How to save it--and there are plenty of methods. Goes all the way back to Joseph in Egypt--when the Pharaoh followers had seven very lean years.
- Sept 9: BETTER BREAKFASTS BRING BETTER HEALTH: Downright amazing, the difference a "right" breakfast can make in the way you feel and the amount of work you can turn out. The hows and whys put across with a punch.
- Sept.16: INLAND FISHERIES: Remote, direct from a Great Lakes Fishing tressel--somewhere out in Lake Michigan, catching fish to boost the nation's protein food supply.
- Sept.23: SCHOOL LUNCHES MAKE BETTER CITIZENS: How school lunch programs can be started--plus the dividends they pay to a community.
- Sept.30: MODERN WONDER FOODS: A once-over of what's here--and what's just about to come from the laboratories. Looks like we'll have the support of two -- Crossley Rated Stars--names to come later.
- Oct. 7: HOME WAS NEVER LIKE THIS! Current and post-war housing developments that are READY--or nearly ready--when hostilities cease. Some ready, now--but little known. Plenty of cooperation from a group of well known American manufacturers coming on this one--but no brand names--of course.

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what's coming

Presented by THE WAR FOOD ADMINISTRATION
N.B.C. NETWORK - COAST TO COAST- **SATURDAYS**

12:15 P.M. EWT

11:15 A.M. GWT

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9:15 A.M. PWT

JULY 1, 1944
"EFFICIENT HOME CANNING"

This problem of feeding armies is no new problem. Napoleon found it to be one of the most desperate (and unsolvable) problems in his military career. The Little Corporal offered the, then, large sum of 13,000 francs for "some device, idea, process or ingeniousness that will preserve and reserve for troops, the produce of the country." Quite a time before this offer was made--one, Nicholas Appert, grocer, wine-maker, confectioner, chef, steward, shopkeeper (and a few other things) had been making extensive experiments in preserving food.

On the CONSUMER TIME program we'll recreate the scene where Nicholas Appert--inventor of canning---appears before the Emperor Napoleon, accompanied by Marshall Ney---to announce his discovery. Strangely enough---the basic methods developed by Appert---and his son---are almost identical with canning processes of today.

The pressure to save food---at home---is, today---even greater than during Napoleon's time---and how to do home canning is still as baffling to some women as it was to Napoleon.

To correct this--17 year old Betty Gloyd, Gaithersburg, Md., High School and 4-H club girl will demonstrate how to can tomatoes. Johnny Smith will be the victim who gets taught. The teaching process is fast, amusing---and STRICTLY ACCURATE.

Offered as a FREE give-away with the program is the BRAND NEW booklet--"Home Canning of Fruits and Vegetables." It's a give-away that has Everything. All processes are fully explained IN PICTURES---with short, snappy text that even night club glamour girls can't go wrong on.

Timely---helpful---and ENTERTAINING---that's CONSUMER TIME.

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Consumer Time



what's coming

Presented by THE WAR FOOD ADMINISTRATION
N.B.C. NETWORK - COAST TO COAST - SATURDAYS

12:15 P.M. EWT

11:15 A.M. CWT

10:15 A.M. MWT

9:15 A.M. PWT

July 15, 1944
"Singing" Barry Wood & Mert
(Modern Farmer) Emmert on
"MIDSUMMER VICTORY GARDENING."

Yes--Barry Wood, DeLuxe "Groaner" (and farmer) will be a CONSUMER TIME guest--along with WEAF's "Modern Farmer", Mert Emmert. You'd expect Mert to know his stuff on mid-summer plantings for victory gardens. But--and this is on the level--Barry Wood is a real dirt farmer in addition to being a top singing star on the network. Barry has an 85 acre farm that he runs in Connecticut. (He swears the farm runs him--ragged.)

The program will get across the story that right now--it's time for midsummer plantings that will produce plenty more food from the garden before fall frosts come. It's food that individuals need and it's food that the nation needs in wartime. What and when to plant--and mistakes Barry has made and wants others to avoid--are brought out clearly by two men who know their microphones as well as their vegetables.

Sandwiched in the good, solid information lines--there's a deft filling of gags and lightness that makes for fast moving, easy listening radio. Wood and Emmert are both doing this show as a very personal contribution for more--and more effective victory gardens, all over the nation--for which, many thanks from CONSUMER TIME--and listeners.

A new, easy-to-follow booklet "CITY AND FARM VEGETABLE GARDENS" will be offered as the free give away. It has the information that will make many a garden a better producer--and will save many a failure. Your listeners are gonna be interested in what a top radio crooner knows about gardening.

Consumer Time



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N.B.C. NETWORK - COAST TO COAST- SATURDAYS

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JULY 22, 1944

"MR. LUMPKIN'S LABORATORY."

12:15 P.M. EWT
11:15 A.M. CWT
10:15 A.M. MWT
9:15 A.M. PWT

what's coming

The week of July 23-30 is National Farm Safety Week, CONSUMER TIME, teeing off a day in advance--will feature safety in it's July 22 show. The angle will be shifted to "home safety"--as homes are common to both farms and other areas.

Instead of the "usual" plea for safer practices to reduce the fearful death and injury toll from accidents, "MR. LUMPKIN'S LABORATORY" will feature Mr. Lumpkin's distinctive (second syllable accent) ideas for safer homes and a safer world. Mr. Lumpkin is far from conventional in his thinking. In his great work he is assisted by his faithful assistant, Cecil Billingham--"strong of heart--weak of brain." Johnny and Mrs. Freyman--in visiting the unique laboratory are soon willing to admit, they've never seen anything like it.

But--here is a program on an important subject that picks a new angle of attack in making people safety conscious. Listeners will find it fast moving--amusing--but with an underlying bite that will make them think--"Well, I'd better do something about making MY home safer. And I will."

As a give-away, there'll be an excellent booklet--"profusely illustrated"--and breezily written. It's called "SAFE AT HOME" and it has been made available by the National Safety Council. Normally, "SAFE AT HOME" costs a dime--but it will be sent free to any CONSUMER TIME listener on request.

Comments of program managers on the type of presentation typified by "Mr. Lumpkin's Laboratory"--are especially invited. The address--CONSUMER TIME, Washington, 25, D. C.

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"Consumer Time"

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Presented by THE WAR FOOD ADMINISTRATION
N.B.C. NETWORK - COAST TO COAST- SATURDAYS

12:15 P.M. EWT
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August 12, 1944

"THE GROUCH ASSOCIATION"

The Grouch Association is a group of three ill-tempered little men who live just out of this world...in the land where all busted up household equipment goes to be mended. They appear suddenly in the dream of a mystified little housewife, and take her to task for all the rough handling she has given her toaster, electric light cords, refrigerator, phonograph and other household gadgets.

"Woman won't take the trouble to make 'em last...make 'em last...make 'em last...make 'em last"...complains one member of the Grouch Association who has fixed too many broken phonographs.

And grumbling, one by one they bring up broken pieces of household equipment, show her where the damage has been done...tell her in words of one syllable how the damage could have been prevented.

It's a fast, humorous show, full of very helpful hints on how to care for kitchen gadgets and household equipment in general.

Give-aways on the show are free folders on how to get longer wear out of refrigerators, washing machines, gas and electric ranges, vacuum cleaners, carpet sweepers, ironing equipment, electric cords, pressure canners, and household rubber goods.

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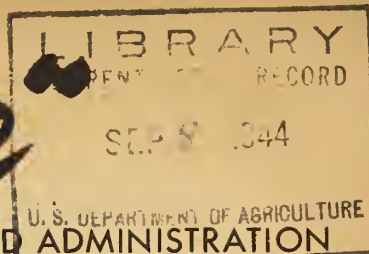
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Consumer Time



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Presented by THE WAR FOOD ADMINISTRATION
N.B.C. NETWORK - COAST TO COAST- SATURDAYS

12:15 P.M. EWT
11:15 A.M. CWT
10:15 A.M. MWT
9:15 A.M. PWT

August 19, 1944
Pick-up from Montreal, Canada

CANADA'S WAR FOOD PROBLEMS

CONSUMER TIME listeners...take a trip to Montreal, Canada, to hear first-hand some of the wartime problems of Canadian homemakers.

Featured on the program is Brooke Claxton, Parliamentary Assistant to the Prime Minister, who talks briefly about Canada's amazing record of wartime production. During the war, Canada has become the third largest trading nation in the world, Mr. Claxton says...and he goes on to add some more highly interesting facts about Canada...facts which will astonish many American listeners.

John Fisher, Master of Ceremonies on the show, conducts a delightful amusing ...and extremely informative...interview with two Canadian girls, both of whom hold important positions on Canada's War Prices and Trade Board. One is a French Canadian, and highlights a few of the homemakers' problems of rationing and food shortages in the province of Quebec.

Probably one of the most dramatic wartime stories on any home-front...is the story of Canada's valiant...and successful...fight to control prices. Her rationing program is so thorough and so far-reaching that, since it has been in effect, Canada's cost of living has risen only three percent. How this has been achieved ...and how Canadian housewives really can "take it" under Canada's rationing system...is related in a highly entertaining fashion.

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"Consumer Time"



Presented by THE WAR FOOD ADMINISTRATION
N.B.C. NETWORK - COAST TO COAST- *SATURDAYS*

what's coming

September 2, 1944

FOOD PRESERVATION

12:15 P.M. EWT

11:15 A.M. CWT

10:15 A.M. MWT

9:15 A.M. PWT

Some downright startling things happen on the CONSUMER TIME "Food Preservation" show on September 2. Seems as how preservation of food began back in the pre-historic times. The audience is wafted back to ancient Egypt and Early America by means of a highly imaginative device known as the Yestergraph, which takes you back to Yesterday...and some of the extraordinary methods of early food preservation are related.

Then...bringing things up to date...the whole exciting story of the Government's big food cave in Kansas is told. Just how we're using it...what is already inside...how it's going to operate. Right now, engineers are working on the problem of getting a remote broadcast from there...with an announcer giving a blow-by-blow description right from the center of the "World's Largest Ice Box".

Show accents food storage and drying...now that the harvest season is beginning, and people are starting to wonder how they're going to store away their potatoes and cabbages and apples, etc. This program on "Food Preservation" has a big appeal for all food growers, from big-time farmers to backyard Victory Gardeners...and the show offers two very valuable booklets; one on "Home Drying of Fruits and Vegetables" and another on "Food Storage at Home".

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